

## **Ditka Blackjack Challenge Provides Fun and Games**

(Dubuque, IA) 120 black jack players started qualifying rounds for The Diamond Jo Casino's Black Jack Challenge with special guest Mike Ditka at 2 PM today in the new casino's Mississippi Moon Bar. A crowd of new and old fans began to appear hours before the finals started in the casino's table game pit. The finalists competed for over \$4000 in cash and merchandise including footballs and a jersey signed by Coach Ditka.

"We hosted a reunion of the Bears Super Bowl Championship team in Chicago and that is where I met Coach Ditka and came up with the idea to bring him to Diamond Jo." Todd Moyer, General Manager, Diamond Jo Casino said. The reunion was held in April and Ditka's trip to Dubuque's Diamond Jo Casino was arranged shortly after Moyer returned home.

Coach Ditka provided spirited color commentary during the final round; encouraging finalists and entertaining the crowd that had come to see the Coach.

"It was an unbelievable experience," Doug Fisher, Director of Marketing at Diamond Jo said. "Having an icon like coach Mike Ditka, who transcends sports, spend time in our community and at the Diamond Jo is a once in a lifetime opportunity."

Here are the winners of the Ditka Blackjack Challenge:

- 1<sup>st</sup> Place: William Bridge \$1500 in gaming chips and a signed football jersey from Mike Ditka
- 2<sup>nd</sup> Place: Bob Steinfeldt \$1000 in gaming chips
- 3<sup>rd</sup> Place: Terry Cook \$750 in gaming chips
- 4<sup>th</sup> Place: Patrick Murphy \$500 in gaming chips
- 5<sup>th</sup> Place: Jeff Welter \$250 in gaming chips
- 6<sup>th</sup> Place: Josh Rohner \$100 in gaming chips

### About Diamond Jo

This year, Diamond Jo team members were voted "Friendliest" and "Most Knowledgeable" riverboat casino employees in Iowa for the eighth consecutive year. An integral part of America's River Project, the Diamond Jo Casino is among the largest employers in Dubuque County and was recognized by the Association of Fundraising Professionals for continued commitment to charitable giving and charitable partnerships. The New Diamond Jo Casino which includes a full service casino, 30-lane bowling center, dining and Mississippi Moon Bar opened in December 2008.

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